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Message Text

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ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 /017 W
---------- 117426
R 110317Z MAR 75
FM AMEMBASSY ISLAMABAD
TO USDOC WASH DC
INFO SECSTATE WASHDC 9118
AMEMBASSY NEW DELHI
AMCONSUL KARACHI
AMCONSUL LAHORE

UNCLAS ISLAMABAD 2083

E.O. 11652: N/A
TAGS: BEXP, BBSR, PK
SUBJ: MARKET RESEARCH PRODUCT CATEGORIES FOR FY-75

REF: (A) STATE 020283
(B) ISLAMABAD 1362

FOLLOWING IS TEXT OF KARACHI 406 TO ISLAMABAD RECOMMENDING MARKET RESEARCH PRODUCT CATEGORIES FOR FY-75 WITH WHICH EMBASSY FULLY CONCURS. REQUEST URGENT USDOC APPROVAL OF MARKET RESEARCH SUBJECTS AND RESPONSE TO REQUEST FOR AMENDMENT TO MARKET RESEARCH BUDGET (REF B).

QUOTE:
1. AFTER PRELIMINARY STUDIES HERE CONGEN BELIEVES MOST PROMISING PRODUCT CATEGORIES ON WHICH TO CARRY OUT MARKET RESEARCH STUDIES DURING FY-75 ARE:

(A) CHEMICAL PLANT MACHINERY

(B) MACHINERY FOR PULP AND PAPER INDUSTRY, AND

(C) TELECOMMUNICATION AND BROADCASTING EQUIPMENT.

2. RATIONALE FOR ABOVE CHOICE BASED ON INFORMATION FROM KARACHI BUSINESS SOURCES WHICH INDICATE THAT SIGNIFICANT DEVELOPMENTS IN
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CHEMICAL PROCESS INDUSTRY AND PULP AND PAPER INDUSTRY LIKELY TO

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TAKE PLACE OVER NEXT SEVERAL YEARS AND OUR GENERAL KNOWLEDGE THAT TELECOMMUNICATION AND BROADCASTING EQUIPMENT IS IMPORTANT INFRA-STRUCTURE REQUIREMENTS WHICH IS EXPECTED TO RECEIVE SIGNIFICANT ATTENTION FROM GOP. PLANS FOR EXPANSION IN PULP AND PAPER INDUSTRY IN FRONTIER CORROBORATED BY DPO DURING RECENT VISIT TO PESHAWAR.

3. WE DO NOT BELIEVE COMPUTER PERIPHERALS TO BE A VISBLE SUBJECT FOR MARKET RESEARCH STUDY, AS THIS CATEGORY IS CURRENTLY ON BANNED LIST OF IMPORTS. FURTHERMORE LTCAL SOURCES INDICATE VERY LIMITED POSSIBILITIES OF SALES FOR COMPUTER MAIN FRAMES OR PERIPHERALS IN FORSEEABLE FUTURE. LIMITED MARKET NOT EXPECTED TO CHANGE UNLESS GOP IMPORT POLICY CHANGES, AND THIS IS NOT ANTICIPATED.

4. OIL FIELD MACHINERY, THE OTHER PRODUCT CATEGORY BEING CONSIDERED BY INDIA AND LISTED AS A FOURTH PRIORITY IN REFTEL IS, IN OUR OPINION AN UNPROMISING SUBJECT FOR MARKET RESEARCH STUDY, SINCE TO DATE NO NEW OIL FIELDS HAVE YET BEEN DISCOVERED, DESPITE SIGNIFICANT EXPLORATION ACTIVITY, OIL MIGHT NOT BE FOUND FOR MANY YEARS, IF EVER. WE DOUBT ALSO IF THERE IS ANY SIGNIFICANT MARKET FOR OIL EXPLORATION EQUIPMENT SINCE MOST EXPLORATION ACTIVITIES BEING CARRIED OUT BY FOREIGN COMPANIES WHICH PROCURE THEIR EQUIPMENT REQUIREMENTS OUT OF HOME OFFICES LOCATED IN EUOPE OR UNITED STATES. THE PAK-OWNED OIL AND GAS DEVELOPMENT CORPORATION IS ALREADY PROVIDED WITH SOVIET EQUIPMENT.

5. ACTION RECOMMENDED: IF EMBASSY ACCEPTS OUR RECOMMENDATIONS ABOVE ON MARKET STUDIES REQUEST YOU ADVISE USDOC AND NEW DELHI OF MISSIONS CHOICE OF SUBJECTS FOR MARKET RESEARCH FOR FY-75 URGENTLY, SO THAT WE MAY BEGIN STUDIES AND COMMENCE ALLOCATION OF FUNDS. IN ADDITION, SINCE NO REPLY TO REQUEST TO AMEND BUDGET AUTHORIZATION (CONTAINED REF.B) HAS YET BEEN RECEIVED FROM COMMERCE, EMBASSY MAY WANT TO INQUIRE ABOUT THIS URGENT MATTER.
END QUOTE.
BYROADE

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